

ABSTRACT

The present invention relates to a method and system of indexing a media element. The media element to be indexed is first identified and a characterization process to be applied to the media element is selected. The characterization process is applied to the media element. The characterization process includes generating a data string for the media element, where the data string includes trait information for the media element. The media element is indexed using the data string. Various embodiments are described.

10080856-022202